



## PSE 101 Teleconference July 1, 2014

### Facilitators:

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### Teleconference Communication Options:

1. By Telephone – Call XXXXXXXXXXXXXXXX (Please mute when not speaking)
2. By Go To Webinar – Please type-in questions in Chat Box or use microphone to speak if one is available on your computer.



PSE 101: Introduction to the Fundamentals  
of Policy, System, Environment (PSE)  
Change in Your Jurisdiction

**Webinar**

**Tuesday, July 1, 2014**

**10:30 am – 12:00 pm**

# Why PSE?

- BIGGER BANG!



PSE supports can reinforce or accelerate the benefits of education

*Make the healthy choice the easy or easier choice*

# Why PSE?

- GREATER REACH



Affect large numbers of people (especially  
“systems” change)



# Why PSE?

- PREVENTION FOCUSED



Can help address underlying problem(s)

# Why PSE?

- SUSTAINED IMPACT

Arguably more sustainable than delivery of a program



# Why PSE? Exciting time

- New opportunities under HHFK\* Act
  - Nutrition education and obesity prevention
  - Comprehensive, multi-level interventions
  - Community and public health approaches
  - Evidence-based
- New ways of doing business
  - Partnerships and collaborations
  - Community engagement
  - Evidence is building

\*Healthy Hunger Free Kids Act of 2010



## Who is on the call? (Poll)

- Have you started your PSE work?
- I've participated in a PSE initiative/ I have not



# Call Topics

- What is SNAP-Ed PSE?
- Planning Your SNAP-Ed PSE
- Preparing Your SNAP-Ed PSE
- Best Practice Sharing
  - Norma Vail, Health Collaborative, Fresno Co.
- PSE Evaluation
- Q & A/Wrap-up

# What is SNAP-Ed PSE?

**Policies** include rules, regulations, ordinances, and procedures designed to guide behavior. Policy can lead to environmental change.

- Community ordinance allowing residents to plant community gardens in vacant lots
- School allowing use of facilities for recreation during non-school hours (joint use policies)

# What is SNAP-Ed PSE?

**Systems changes** alter “how we do business” across a network of agencies, providers, or institutions.

- Creating a network of referrals and linkages between SNAP eligibility offices and SNAP-Ed classes
- Electronic systems that prompt medical providers to “prescribe” fruits and vegetables

# What is SNAP-Ed PSE?

**Environmental interventions** include changes to the physical, social, or economic environments.

- Opening a farm stand at a local welfare office
- Improving stairwell access and appeal
- Consulting with faith-based or cultural leaders to create healthier food and beverages for religious or cultural observances

## 5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY  
EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS  
THE HEART OF HEALTH.

MARKET WHAT MATTERS  
FOR A HEALTHY LIFE.

EAT WELL!

ON THEIR OWN, ANY ONE OF THESE FIVE  
SOLUTIONS MIGHT HELP SPEED UP PROGRESS  
IN PREVENTING OBESITY, BUT TOGETHER, THEIR  
EFFECT WOULD BE REINFORCED, AMPLIFIED,  
AND MAXIMIZED.

ACTIVATE EMPLOYERS AND  
HEALTH CARE PROFESSIONALS.

MAKE HEALTHY FOODS  
AVAILABLE EVERYWHERE.





# Planning Your SNAP-Ed PSE

- NEOPB Top 13 PSE Strategies
- PSE Tools and Resources

## NEOP PSE Top 13 Strategies

- Early Childhood
- School Wellness
- Farm to Fork/Farm to School
- Joint Use
- Healthy Corner Store
- Restaurants and Neighborhood Vendors
- Structured Physical Activity
- Community and School Gardens
- Worksite Wellness
- Safe Routes to School
- Farmers' Markets
- Healthy Beverage Standards
- Healthy Food and Beverage Standards (youth-serving organizations)



# Tools and Resources



LHD Objective 9: PSE Evaluation FFY13

LHD Objective 9: PSE


**Policy, Systems, and Environmental (PSE) Change Evaluation**

Idea Sheet for FFY13

Apr. 15, 2013 (uploaded to Sharepoint)

...ments to begin the ...

...LHD's Shar ...

 **Options Change**  
a community coalition

**Policy, Systems, and Environmental**  
Idea Sheet for FY13  
Due Monday, April 15, 2013 (upload to Sharepoint)

Network Local Health Departments to begin the FY13 PSE  
evaluation process. Please complete this document and upload to your LHD's Sharepoint site  
with your semi-annual Progress Report, by April 15, 2013. If you have questions, please Betty  
Sun, Network's Research and Evaluation Section, [betty.sun@colorado.gov](mailto:betty.sun@colorado.gov), 916-449-5386.

This PSE Idea Sheet is designed for Network Local Health Departments to begin the FY13 PSE  
evaluation process. Please complete this document and upload to your LHD's Sharepoint site  
with your semi-annual Progress Report, by April 15, 2013. If you have questions, please Betty  
Sun, Network's Research and Evaluation Section, [betty.sun@colorado.gov](mailto:betty.sun@colorado.gov), 916-449-5386.

Complete your Idea Sheet, a member of the Network's Research and Evaluation Section  
will discuss assessment tools and assist you with creating an Evaluation

After you submit your application, we will contact you to discuss your application through FFY16.

Local Health Department: \_\_\_\_\_  
provided by: \_\_\_\_\_

Email:

Telephone:

If you are not the intended  
Evaluation staffperson, please  
name and contact info:



## SNAP-Ed Strategies and Interventions: An Obesity Prevention Toolkit for States

Evidence-based Policy and Environmental Change in Child  
Care, School, Community, and Family Settings

24 July 2013



# CHAMPIONS for CHANGE

Nutrition Education and  
Obesity Prevention Branch

## PSE RESOURCE GUIDE

January 2014

- General Resources
- Assessment Instruments
- Evaluation Tools
- Sample Policies

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are required opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-447-3663. For important nutrition information, visit [www.CalChampionedChange.org](http://www.CalChampionedChange.org)

Draft 12-16-1:



RE-AIM: Core Indicators

**RE-AIM: Core Indicators**

This planning and evaluation guide illustrates the five dimensions of the RE-AIM framework: Reach, Effectiveness, Adoption, Implementation, and Maintenance that will be used for LHD's Policy, Systems and Environment change. Adoption and implementation. The RE-AIM framework is useful for planning new interventions, adapting existing interventions, and evaluating evaluations that assess the potential public health impact of interventions.

Reach: The number and percentage of the target population affected. The extent to which the individuals reached are representative of the target population at risk.

Effectiveness: The impact on priority health outcomes (e.g., mortality Level (FPL) persons in the county, disability, quality of life, etc.) and the number of quality-adjusted life years (QALYs) gained (per year or per day).

Adoption: The number and percentage of settings, organizations, and individuals that adopt the intervention. Examples include the effort to implement the intervention in a new setting.

Implementation: The degree to which the intervention is implemented as intended. Examples include the effort to implement the intervention in a new setting.

Maintenance: The degree to which the intervention is sustained over time. Examples include the effort to implement the intervention in a new setting.

Reach: Number of people and percentage of the target population affected.  
representative and includes those most at risk.

[illegible][illegible][illegible][illegible]

Percentage change in SNAP-Ed settings with a plan for sustaining the expansion of (non-SNAP-Ed) resources  
# of settings in which PSE change is maintained or expanded  
# of SNAP-Ed settings with a plan for sustaining the expansion of (non-SNAP-Ed) resources  
# of barriers/challenges prevented or mitigated  
# of barriers/challenges that should be incorporated into final evaluation plan. These indicators will be completed  
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There are core PSE indicators that should be incorporated into all evaluation frameworks. These are core PSE indicators that should be incorporated into all evaluation frameworks. These are core PSE indicators that should be incorporated into all evaluation frameworks.

This toolkit is a collaborative effort between:





# Preparing for SNAP-Ed PSE

- Data-informed/community assessment
- Community-driven
- Partner-supported
- Multi-level, comprehensive
- Integrated/supported by other SNAP-Ed activities
- Sustainable





# Data-informed



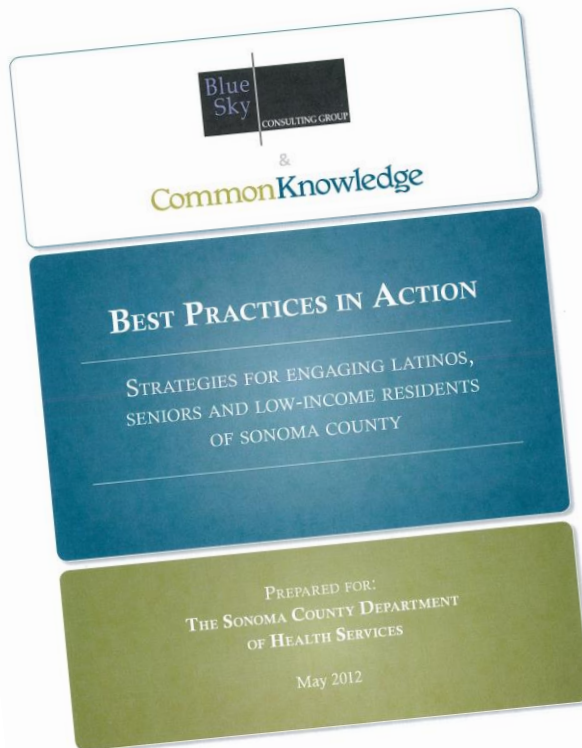
Communities of Excellence  
in Nutrition, Physical Activity  
and Obesity Prevention (CX<sup>3</sup>)<sup>©</sup>

CX<sup>3</sup>

Tools & Methods



# Community-driven





## Partner-supported

- Complement, not duplicate, other obesity prevention and nutrition education activities
- Work with partners to support related activities that are not SNAP-Ed allowable

**Market Match** provides incentives to CalFresh customers at Bay Area farmers' markets to allow them to stretch their food dollars while improving their diets.

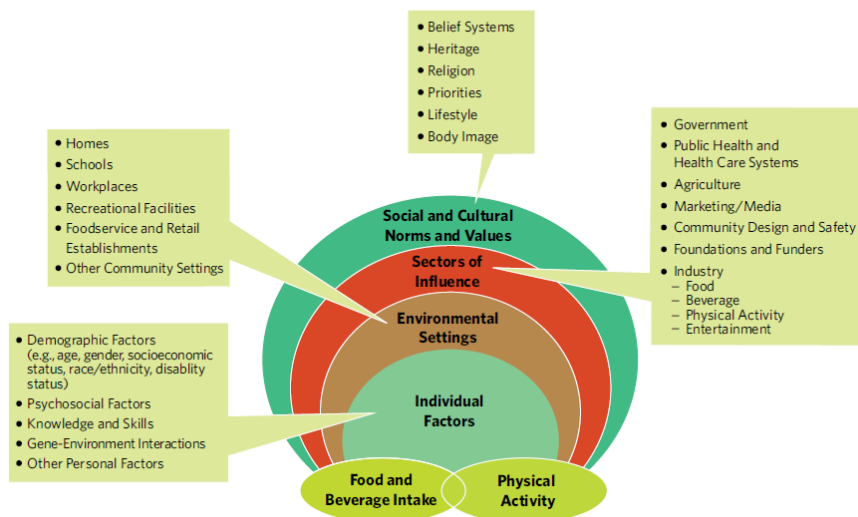




# Multi-level and comprehensive



**FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions**





Integrated with other SNAP-  
Ed activities



Network for a Healthy California



# Sustainable

## Farmers' Market Sustainability Plan



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- Norma Vail, Program Coordinator
    - Health Collaborative, Fresno County





# PSE Evaluation

# Deliverable 4: LHDs' Grant Agreement

<b>Deliverable 4</b>	<p><b>As applicable, report on successful implementation of Policy/ Systems/ Environmental Change (PSE) processes, including reach, effectiveness (outcomes), adoption, implementation, maintenance, and challenges faced, means used to overcome them, and next steps.</b></p> <p><b>Include copy/description of policy change enacted, system altered and/or photographs of environmental change made to improve access to healthy foods and beverages and to improve opportunities for physical activity.</b></p>
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# RE-AIM and SNAP-Ed PSEs






## Why RE-AIM?

We want PSE strategies to:

- **REACH** large numbers of people, especially those who can most benefit
- be widely **ADOPTED** in different settings
- be consistently **IMPLEMENTED** as intended with moderate levels of training and expertise
- produce replicable and long-lasting effects and be **MAINTAINED** at reasonable cost

# Core RE-AIM Indicators

Integrated with WRO  
SNAP-ED Evaluation  
Framework

 **RE-AIM: Core Indicators**

This planning and evaluation guide illustrates the five dimensions of the RE-AIM framework: **Reach**, **Effectiveness**, **Adoption**, **Implementation**, and **Maintenance** that will be used for LHD's Policy, Systems and Environment change evaluation and reporting. The RE-AIM framework is useful for planning new interventions, adapting existing interventions, and designing evaluations that assess the potential public health impact of interventions.

**Reach:** Number of people and percentage of the target population affected. The extent to which the individuals reached are representative and include those most at risk.

**Coverage:**

- # of SNAP-Ed eligible (incomes < 185% Federal Poverty Level (FPL)) persons in the county

**Estimated actual reach:**

- # of people reached by the PSE in low-income area (per year or per day)
- # of SNAP-Ed eligible persons (<185% FPL) reached by the PSE in low-income area (per year or per day)

**Effectiveness:** Short term outcomes include the actual environmental changes. Intermediate outcomes include the effects on health behaviors, and include positive, negative, and unanticipated consequences.

- Indicator of change/improvement - environmental or policy change (e.g., scores on assessment tools, EBT redemption)
- As determined at LHD level, individual-level indicators of knowledge, attitude, and behavior change (See WRO evaluation framework for relevant indicators)
- # (%) of low-income residents who believe their food environment supports healthy eating, active living and obesity prevention (WRO)

**Adoption:** The number and percentage of settings participating. The appropriateness of the settings (and partners) for reaching/engaging the target population.

- # and list of organizational task forces that agree to develop a plan for improving nutrition or physical activity practices or standards and # and list of unique participating organizations in each task force (WRO)
- # and type of local champions willing to improve access or create appeal for nutrition and physical activity in SNAP-Ed sites where nutrition education is provided (WRO)
- # and list of other local partners actively involved in PSE (excluding organizations and champions above)
- # SNAP-Ed settings where nutrition education is provided where at least one change is formally adopted in writing or practice to improve access or appeal for healthy eating and/or physical activity (WRO)

**Implementation:** Environmental change is implemented as intended; all key components are in place and of high quality (fidelity).

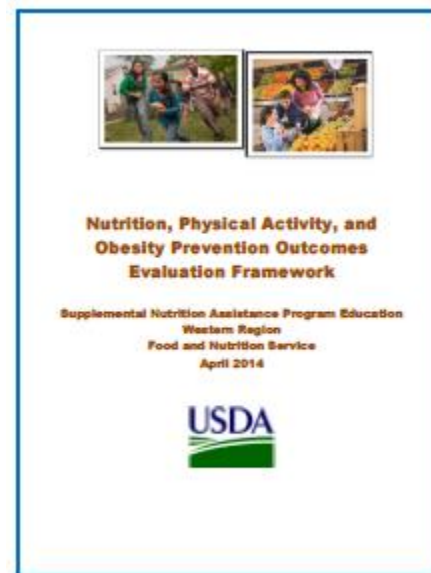
- # of SNAP-Ed settings with new or improved access or infrastructure that promotes 1) healthy food choices (changes to food environment); 2) physical activity (activity/environment changes) (WRO) - examples listed in WRO framework.
- # of SNAP-Ed settings with new or improved standards for 1) cafeteria, vending, or other sales or services of snacks and meals (changes in procurement and/or meal preparation); 2) physical activity (WRO)
- New or improved procurement and meal preparation standards - examples listed in WRO framework
- Institutional or community (non-SNAP-Ed) resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support) (WRO)
- SNAP-Ed resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support)

**Maintenance:** Individual level - individuals continue to exhibit the desired health behavior changes. Setting level - environmental change is maintained. New barriers to use are prevented or mitigated.

- # of settings in which PSE change is maintained or expanded
- # of SNAP-Ed settings with a plan for sustaining the nutrition or physical activity standards or environmental changes (WRO)
- Percentage change in SNAP-Ed and institutional or community (non-SNAP-Ed) resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support) (WRO)
- # of barriers/challenges prevented or mitigated

These are core PSE indicators that should be incorporated into final evaluation plan. These indicators will be compiled and represent indicators outlined in the WRO evaluation framework.

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit [www.CalChampionsForChange.net](http://www.CalChampionsForChange.net) for healthy tips.



<http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf>

# RE-AIM Planning and Evaluation Guides

- One guide for each of the NEOPB Top 13 PSE strategies
- Core indicators are identified with a \*
- Final product: customized evaluation plan that includes core indicators plus indicators selected by LHD
  - Work with Research and Evaluation Section liaison to customize
  - Will report on these annually using a Microsoft Access form



# Questions/Wrap-up

# Contact Information

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- Lauren Whetstone

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